



Foothill Transit Fare Analysis and KPIs

December 12, 2014



Today's Presentation

- KPIs
 - Summary of progress to date
 - Key findings and initial suggestions
 - Next steps
- Fare Analysis
 - Purpose and approach
 - Key findings
 - Recommendations

KPIs: Introduction

- Task Purpose:
 - Review of Foothill's use of Key Performance Indicators(KPIs)
 - Identify changes to improve their usefulness in managing the transit service
- Three Task Steps:
 - Meeting with staff who compile KPIs
 - Meetings with management staff who use them
 - Peer Review

Current KPIs

■ 9 KPIs Tracked:

- Preventable Accidents/100,000 Miles
- Schedule Adherence (On-Time Performance)
- Complaints per 100,000 Boardings
- Average Answer Time at Transit Stores
- Miles Between Mechanical Service Interruptions
- Boardings per Hour
- Average Weekday Boardings
- Farebox Recovery Rate
- Average Cost/Service Hour

KPIs: Current Reporting Process

- Information compiled monthly for senior managers and the Executive Board
- Includes a scorecard and a PowerPoint presentation
- Monthly review by senior managers
- Quarterly Board Report including charts and spreadsheet table

KPIs: Peer Review

- Set of nine comparable operators
- Online research and phone interviews
- Questions covered development, reporting & use of KPIs, also use in determining management remuneration

KPIs: Key Findings

- Foothill Transit is doing a good job monitoring standard KPIs
- Consider adding three additional indicators:
 - Load Factor (Relates to Customer Satisfaction & Fleet Deployment)
 - Average Speed (Relates to Efficiency and Productivity)
 - Missed Trips (relates to Customer Satisfaction & vehicle Maintenance)

KPIs: Additional Considerations

- Suggest establishing a set of peers for periodic comparison
- Use the KPIs more directly in managing contractors
- Review measurement of on-time performance for uniform reporting
 - Contract includes industry norm –
0 minutes early to 5 minutes late
 - KPI reports use 2 minutes early to 7 minutes late
- Use of different targets based on service type

KPIs: Next Steps

- Receive board and staff direction
- Complete task report

Fare Analysis: Purpose

What are the primary purposes of studying an agency's fare policies?

- Revenue
- System design
- Customer service

Fare Analysis: Approach

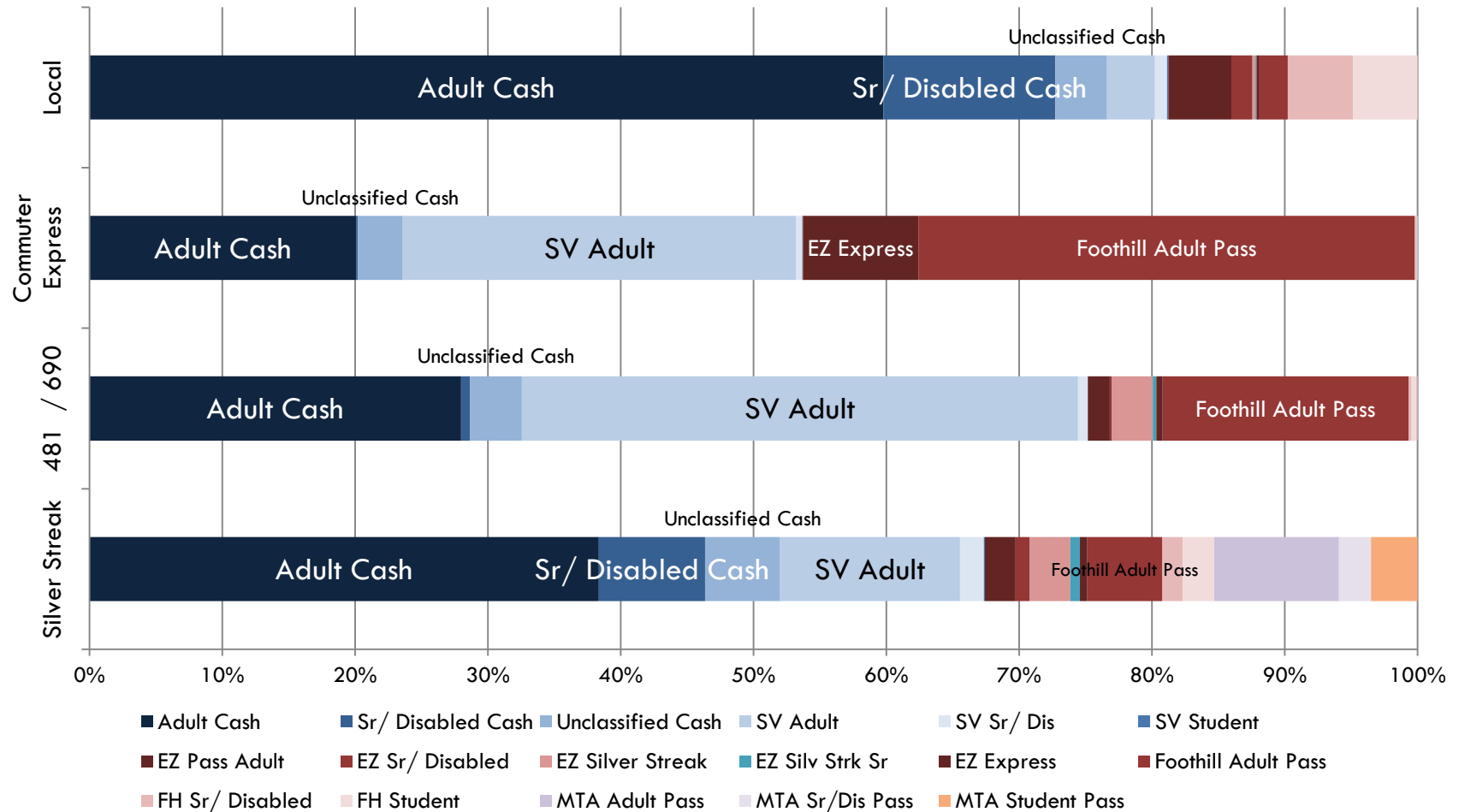
What did we survey?

- Fare structure (pass multipliers)
- Past ridership and revenue data
- Peer agencies
- Foothill Transit coach operators

Fare Analysis: Preliminary Findings

- Existing fare structure
- Ridership and revenue trends
- Fare data reporting
- Peer review
- Operator interviews
- Rider feedback

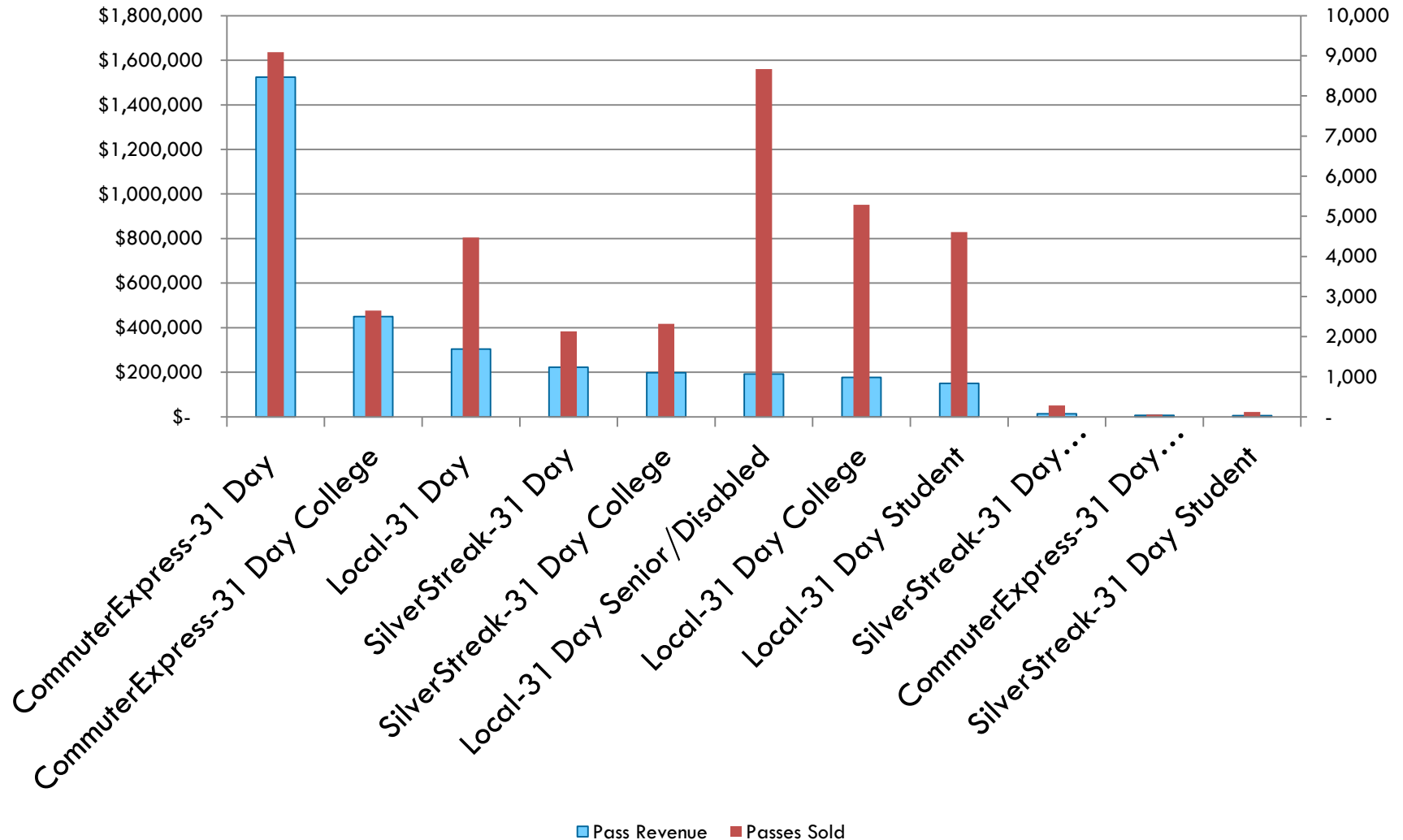
Fare Analysis: Key Findings – Existing Fare Structure



Fare Analysis: Key Findings – Ridership and Revenue Trends

- The farebox recovery ratio has stayed well above 20% (closer to 30%)
- The average fare per passenger is near its highest levels (\$1.31/passenger)
- The majority of single ride boardings are users paying with cash (87%)

Fare Analysis: Key Findings – Ridership and Revenue Trends – Pass Sales



Fare Analysis: Key Findings – Peer Review

- Most agencies had a pass multiplier between 30-35 for monthly pass products (Foothill Transit is 56)
- At \$1.25, Foothill Transit had the lowest base fare amongst all peers and the only that had non standard amounts (e.g., \$2.45, \$4.90) that did not round to the nearest quarter.
- Most agencies did not offer transfers, but instead offered a day pass

Fare Analysis: Key Findings – Rider Feedback

- Majority of customers were interested in a 7-Day Rolling Pass or a Day Pass on local services and the Silver Streak service
- 88% of riders were comfortable with the elimination of paper transfers

Fare Policy and Concepts – Potential Goals

- Ridership and Revenue
- Alignment with Customer Needs
- Dwell Time Reduction
- Community and Partner Participation/Relations
- Community Perception

Preliminary Fare Recommendations

Policies

- Consistency in fare policies
- Foundation for aligning fare policies with service goals

Concepts

- Aligning products with customer needs
- General simplification of fare structure
- No specific prices identified at this time (overall goals should be established first)

More specific recommendations can be found in the Fare Analysis Report

Discussion



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